

Message Text

UNCLASSIFIED

PAGE 01 DAMASC 02724 121358Z
ACTION NEA-11

INFO OCT-01 EB-08 ISO-00 CCO-00 PASO-00 /020 W
-----082711 130905Z /14
R 120759Z MAU 78
FM AMEMBASSY DAMASCUS
TO SECSTATE WASHDC 7985
INFO USDOC WASHDC

UNCLAS DAMASCUS 2724

TO: BRIGGS AND STRATTON CORPORATION
P.O. BOX 702, TELEX 02-6776
MILWAUKEE, WISCONSIN 53201
TELE: 415-461-1212

E.O. 11652: NA
TAGS: BGIN, BEXP, SY
SUBJ: 1978 DAMASCUS INTERNATIONAL FAIR

1. YOUR AGENT IN SYRIA, RIAD AND KEILANI HAS ASKED US TO PROVIDE YOU WITH INFORMATION ON THE 25TH ANNUAL DAMASCUS INTERNATIONAL FAIR, JULY 16- AUGUST 1. I HAVE ARRANGED TO SEND YOU THE FAIR KIT WHICH CONTAINS BASIC INFORMATION ABOUT THE SYRIAN ECONOMY, AS WELL AS A PARTICIPATION AGREEMENT, MARKETING DATA FORMS, AND PRODUCT DESCRIPTION SHEETS.

2. I BELIEVE THAT YOUR PRODUCT LINE, ENGINES, HAS SOME POTENTIAL FOR THE SYRIAN MARKET. SEVERAL ENGINE MANUFACTURERS (DETROIT DEISEL ALLISON, ALLIED POWER, AND

CUMMINS) HAVE STATED THEIR INTENTION TO PARTICIPATE IN THE FAIR THIS YEAR. THE DAMASCUS FAIR IS PROBABLY THE BEST SINGLE WAY TO PUBLICIZE YOUR PRODUCT AND TO FURTHER CONTACTS WITH SYRIAN BUSINESSMEN AND GOVERNMENT PURCHASERS, AS WELL AS WITH VISITORS FROM
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VARIOUS GULF STATES.

3. IN VIEW OF THE SHORT TIME REMAINING, I SUGGEST YOU CONTACT YOUR LOCAL AGENT DIRECTLY, TO ENABLE HIM TO MEET WITH THE DIRECTOR OF THE U.S. PAVILION, MR. C. DEWARD WALLS, SHOULD YOU DECIDE TO PARTICIPATE

IN THE FAIR.
DENNIS A. MICHAUD
COMMERCIAL ATTACHE
AMERICAN EMBASSY
DAMASCUS, SYRIA
PELLETREAU

NOTE BY OC/T: PASSED ABOVE ADDRESSEE.

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NNN

*** Current Handling Restrictions *** n/a

*** Current Classification *** UNCLASSIFIED

Message Attributes

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